



**CORPORATE  
LEADERSHIP  
CENTER**

**30-31  
JAN  
2020**

# MEDIA & CRISIS COMMUNICATIONS MASTERCLASS

**HOTEL SOFITEL MAURITIUS L'IMPÉRIAL RESORT & SPA, WOLMAR COASTAL ROAD, FLIC-EN-FLAC**

## MEDIA & CRISIS COMMUNICATIONS MASTERCLASS

Managing a reputation in a crisis requires specific skills. Given the 24/7 nature and accessibility of social media, a crisis situation can quickly get out of hand. "Is your organization ready to face media in a time of crisis? Does it have a plan? This Media & Crisis Communication workshop will help participants prepare for media and stakeholder challenges during and after a crisis and learn the do's and don'ts of crisis comms.

## COURSE METHODOLOGY

Interactive and participatory, including case studies, presentations and facilitation by the trainer, group exercises, roundtable discussions, video clips sharing of best practices and debriefing.

## WHO SHOULD ATTEND

Communication professionals, marketing executives, business owners, social media managers, advertising agency executives, PR professionals, learners in senior roles from public and private sector organisations including CEOs, GMs, Executives, Heads of Functions, Consultants and Team Leaders whose scope covers managing the public reputation of an organisation or who might be expected to deal with communications at the time of a major incident.

## COURSE OUTLINE

### DAY 1

Understanding the Media Mind  
An insight into how the media works  
The nature of news  
Media expectations:  
what is and what is not possible  
Attracting media attention  
Preparing press releases/ kits  
Traditional v/s social media

Concise Communications  
Key message development  
Talking to your audience

The Art of an Interview  
Talking to journalists:  
on camera session

### DAY 2

Crisis Communications  
Preparing and rolling out a crisis management plan  
Dealing with the media  
Using communication channels effectively  
Strategies to protect corporate reputation under testing circumstances  
Managing social media challenge

## COURSE OBJECTIVES

Understand media – how media works  
Understand how to develop key messages  
Identifying and implementing a crisis communications team  
Understanding the need for internal crisis communication  
Preparing a crisis management strategy and plan  
How to identify key stakeholders and create appropriate messages  
Dealing with the media: responding to tough questions, pressure, effective relations  
Recognise the variety of communication media available to you & how to use them effectively  
Build strategies to protect corporate reputation under testing circumstances  
Properly monitor your social media channels for potential problems

For more information and registration, please visit [www.clcl.mu](http://www.clcl.mu)

## FEES AND REFUND

Rs 20,000 per participant. Course is MQA approved and company sponsored participants can get a refund of upto 75% from HRDC. Fees include lunch and tea breaks for both days.



**COURSE DIRECTOR  
Janine Lazarus**

As a former investigative journalist, radio talk show host, television presenter and researcher/producer for both local and international factual television programming, Janine has over 34 years' experience in mainstream media. Janine uses this experience as a credible platform, through highly interactive and practical workshops, to provide clients with 'a bird's eye view' of the media machine, as well as a realistic insight into the dynamics of a news environment.